

RECEIVED DOCKETING DIV.

2003 FEB -6 PM 2:25

February 6, 2003

PUCO

Via Messenger

Daisy Crockron
Chief of Docketing Division
Public Utilities Commission of Ohio
180 East Broad Street
Columbus, OH 43215

RE: In the Matter of the Joint Application of Bell Atlantic Corporation and GTE Corporation for Consent and Approval of a Change in Control,
PUCO Case No. 98-1398-TP-AMT

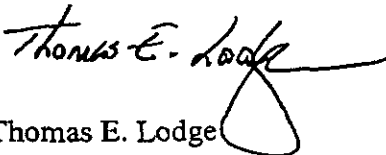
Dear Ms. Crockron:

As requested by the Attorney Examiner in Case No. 98-1398-TP-AMT, Verizon North files herewith the "Ohio Non-Telephone Subscriber Survey - June 2001" that was prepared in response to the Commission's Orders.

The enclosed document was already provided to those parties involved in a collaborative, also convened pursuant to the Commission's Orders, that addressed the subject of the study. In view of that previous delivery of the document, as well as the bulk of the filing supplied herewith, we have not served copies of the attached on all parties of record. Should any party desire to receive a copy, we will be happy to supply one upon request.

If you have any questions concerning these matters, please let me know.

Respectfully yours,



Thomas E. Lodge

cc: Jay S. Agranoff, Attorney Examiner
A. Randall Vogelzang, Esq.

Enclosures

This is to certify that the images appearing are an accurate and complete reproduction of a hard file document delivered in the regular course of business
Technician AMH Date Processed 2/6/03

Thomas.Lodge@ThompsonHine.com Fax 614.469-3361 Phone 614.469.3246

TEL/th #354866.1

THOMPSON HINE LLP
ATTORNEYS AT LAW

10 West Broad Street
Columbus, Ohio 43215-3435

www.ThompsonHine.com
Phone 614.469.3200
Fax 614.469.3361

Attachment B

BEFORE

THE PUBLIC UTILITIES COMMISSION OF OHIO

In the Matter of the Joint Application)
of Bell Atlantic Corporation and GTE)
Corporation for Consent and Approval)
of a Change in Control.)

Case No. 98-1398-TP-AMT

VERIZON NORTH INC.'S SUBMISSION OF
OHIO NON-TELEPHONE SUBSCRIBER SURVEY

Verizon North files herewith the "Ohio Non-Telephone Subscriber Survey - June 2001" that was prepared in response to the Commission's Orders.

Respectfully submitted,

VERIZON NORTH INC.

By: Thomas E. Lodge
Thomas E. Lodge
THOMPSON HINE LLP
10 West Broad Street, Suite 700
Columbus, Ohio 43215-3435
(614) 469-3200

A. Randall Vogelzang
Vice President and General Counsel
Verizon - Great Lakes Region
600 Hidden Ridge
M/C HQE02H37
Irving, TX 75038
(972) 718-2170

Its Attorneys

Verizon

Market Sciences & Research

Ohio Non-Telephone Subscriber Survey

June 2001

Background and Objectives

- ◆ While telephone penetration in Ohio in 1999 was estimated at 94.7%, slightly higher than the national average of 94.2%, there are opportunities for increasing the telephone penetration rate in the state.
- ◆ As part of the SBC and Bell Atlantic recent merger to form Verizon Communications, there is a collaborative effort in the Verizon Ohio territories to identify how publicity and outreach over a three-year period can increase telephone penetration.
- ◆ Non-telephone household research is a key element to identifying how to increase telephone penetration by determining why households do not have telephone service.

Background and Objectives (Cont.)

- ◆ The specific objectives of the non-telephone household research were to determine the following:
 - ◆ Why Venezuelan non-telephone households do not have telephone service?
 - ◆ What are the potential barriers to installing/restoring telephone service?
 - ◆ What are the perceived costs for installing/restoring service? Are these costs affordable?
 - ◆ Are there misconceptions about the requirements for obtaining/reconnecting telephone service?
 - ◆ What are the existing awareness levels for programs for making telephone more affordable?
 - ◆ What is the level of interest in assistance options (e.g., Lifeline Plan) and reasons for interest/disinterest?
 - ◆ What are the best ways of communicating information and fostering completing the application process for the assistance plans?

Background and Objectives (Cont.)

- ◆ Results from the non-telephone survey will be used as input for formulating public information and outreach program to increase telephone penetration by:
 - ◆ Identifying the profiles of those without telephone service.
 - ◆ Determining what barriers need to be overcome for connecting.
 - ◆ Identifying how best to reach the target audience with existing programs and alternatives for providing more affordable service.

Methodology

- ◆ A total of 372 personal interviews were conducted with non-telephone household representatives.
- ◆ All participants had to pass the following screening criteria:
 - ◆ Do not currently have land-line telephone service.
 - ◆ Are not a male/female head-of-household.
 - ◆ Do not currently have a cellular phone or pager.
 - ◆ Are not homeless.
 - ◆ Are permitted to have a land-line phone in their residence.
 - ◆ Reside in a Verizon territory zip-code.

Methodology (Cont.)

- ◆ A variety of recruiting and interview facilities were used to conduct the survey: door-to-door solicitation, advertisements in 12 newspapers, flyers posted in local supermarkets, convenience stores and churches, social service agency referrals (e.g., food pantries, jobs and family services offices and a YMCA), and referrals from qualified respondents.
- ◆ A study participant who resided in a city of 30,000+ population was classified as an urban interview and if they resided in a city of under 30,000 population it was considered a rural interview. Thirty-four percent (128) of the interviews were completed in urban areas and 66% (244) interviews were completed in rural areas.

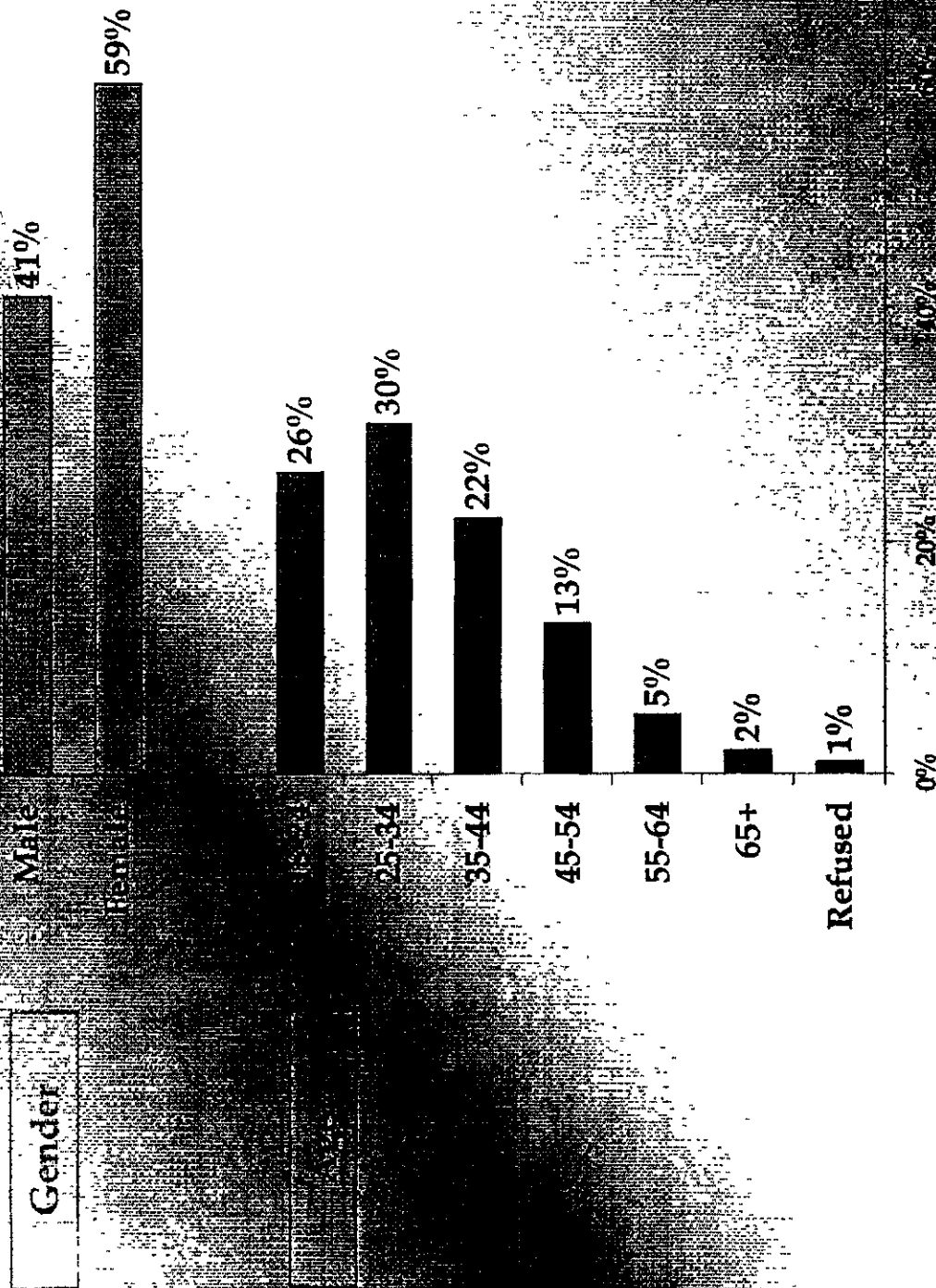
<u>Urban Interview Markets/Counties</u>	<u>Interviews</u>
> Ashland	33
> Athens	59
> Jackson	19
> Logan	11
> Marion City	6

<u>Rural Interview Markets/Counties</u>	<u>Interviews</u>
> Carroll	22
> Defiance	16
> Huron	4
> Jackson	29
> Medina City	19
> Mercer	19
> Paulding	1
> Pickaway	3
> Scioto	72
> Van Wert	21
> Washington	31

Findings

Sample Composition

Sample Composition

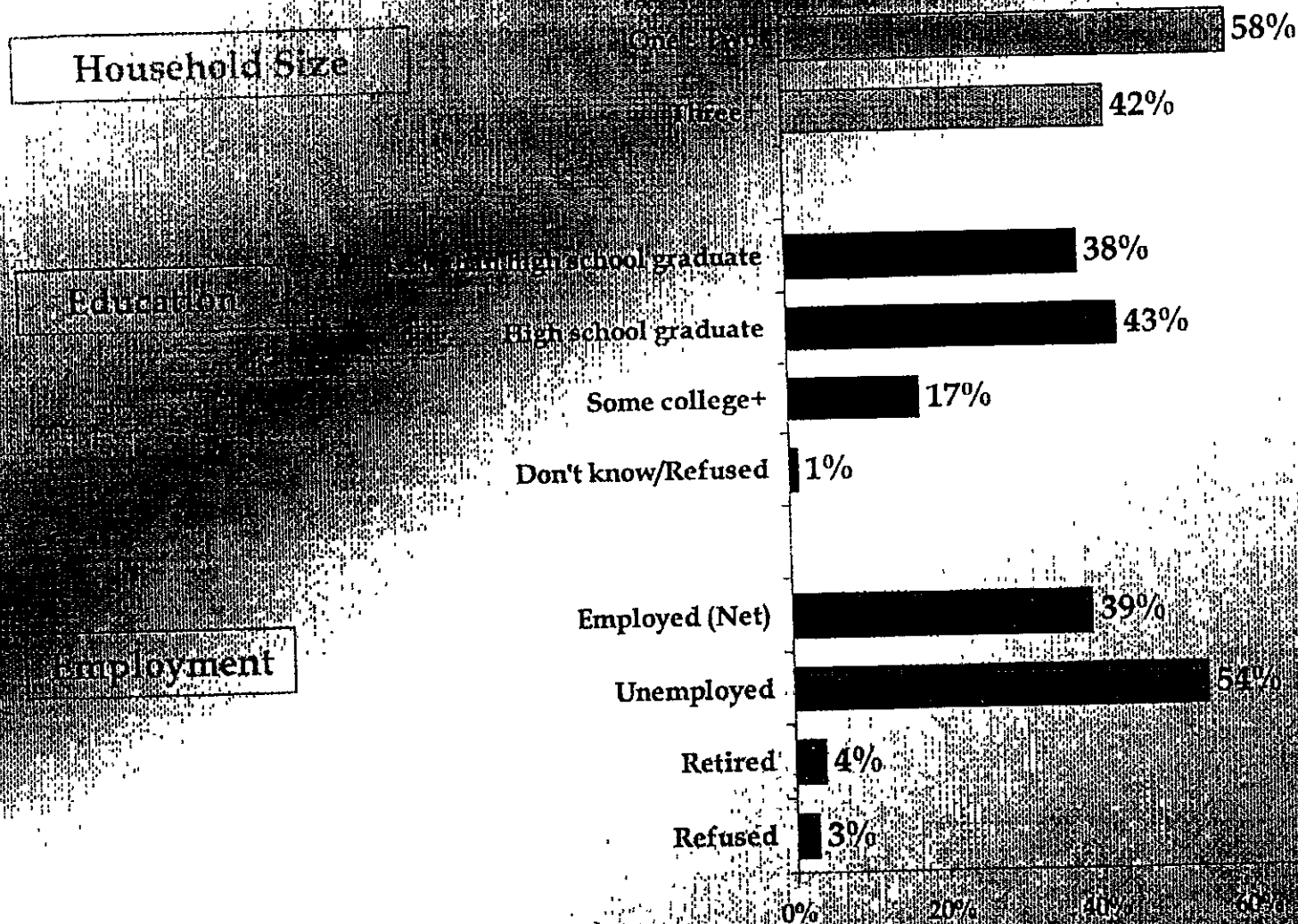


Base: Total Respondents (n=372)

Q.47 (Record Gender)

Q.45 Which of the following categories includes your age?

Sample Composition (Cont.)



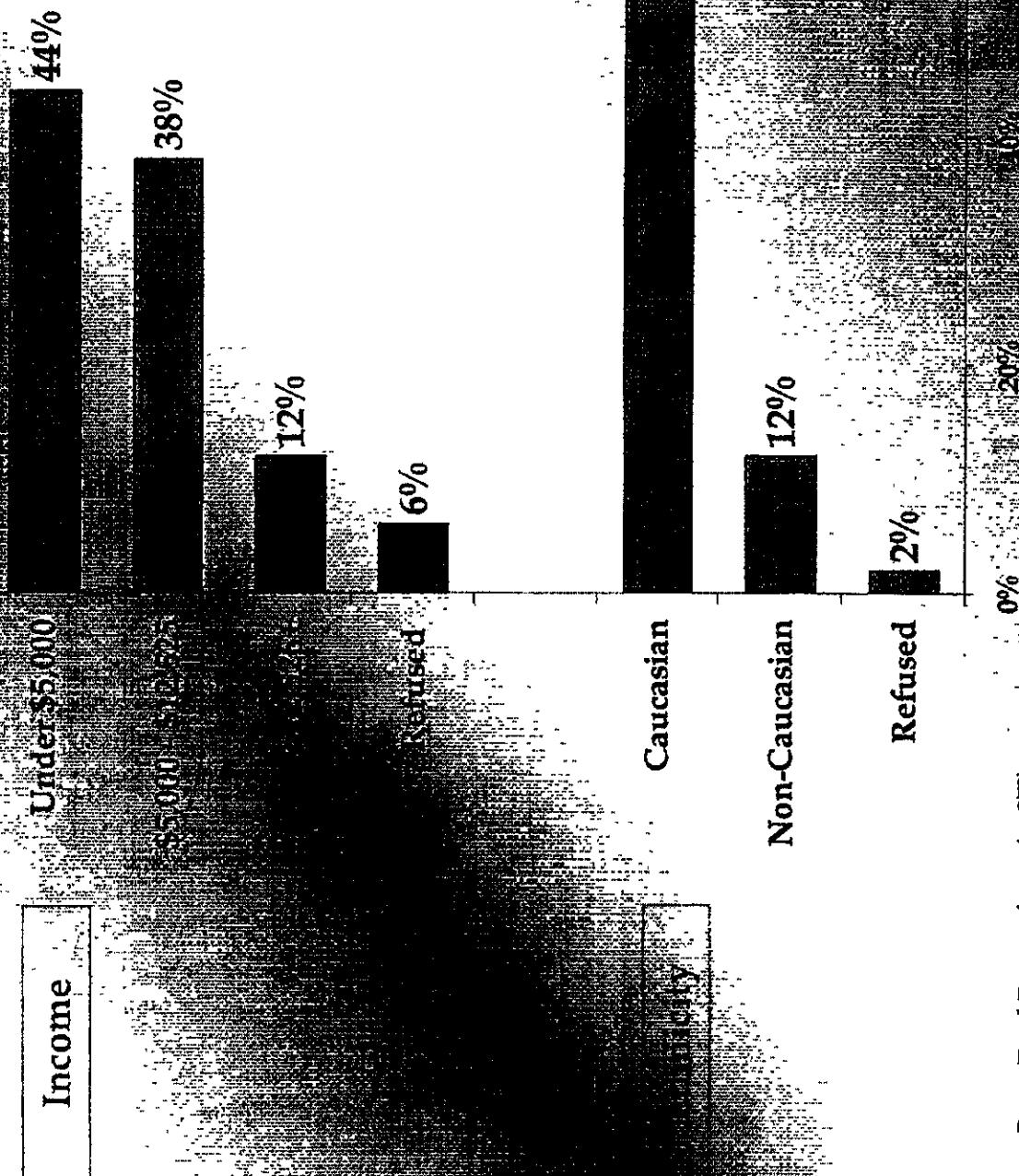
Base: Total Respondents (n=372)

Q.37 Including yourself, how many people live in your household?

Q.41 What is the last year or grade of school you completed?

Q.42 Are you...?

Sample Composition (Cont.)



Base: Total Respondents (n=372)

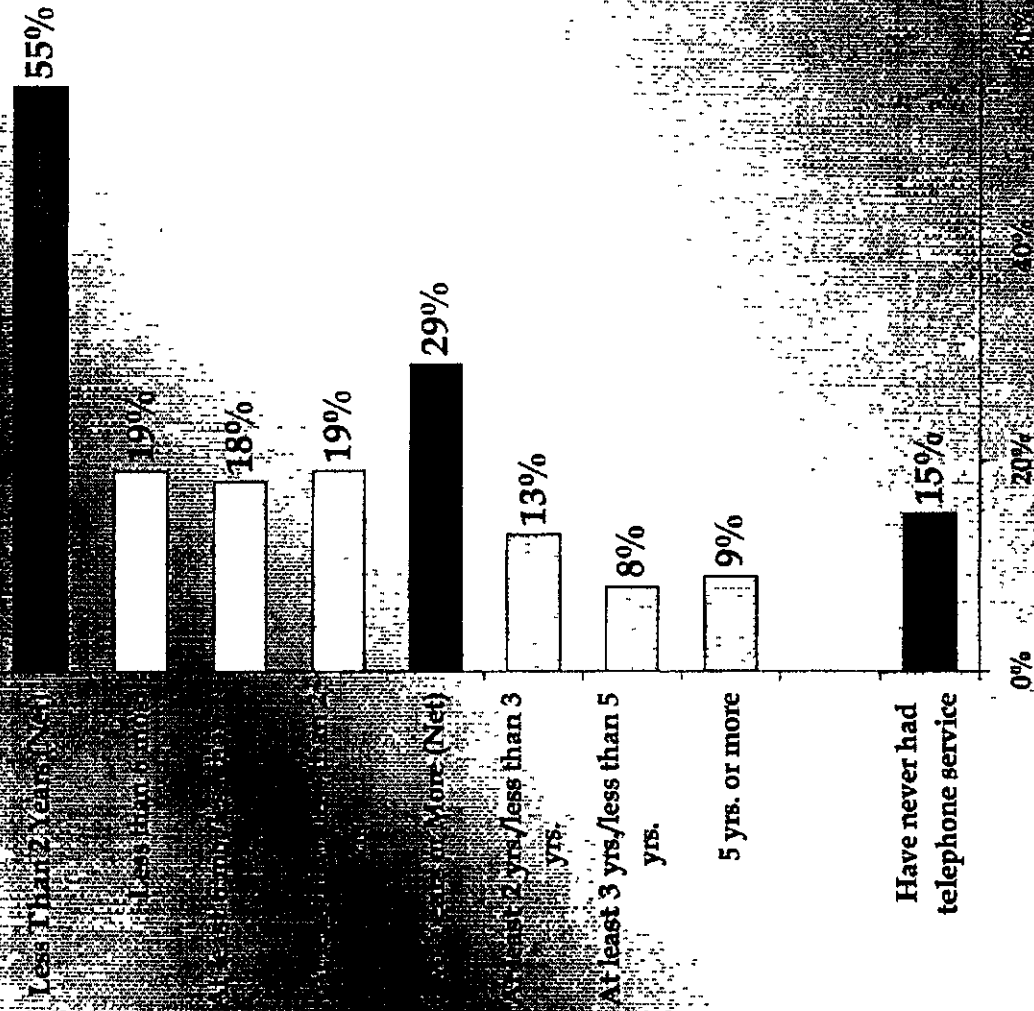
Q.43 What is your race or ethnic background?

Q.46 Which of the following categories included your total annual household income?

Findings

Telephone History

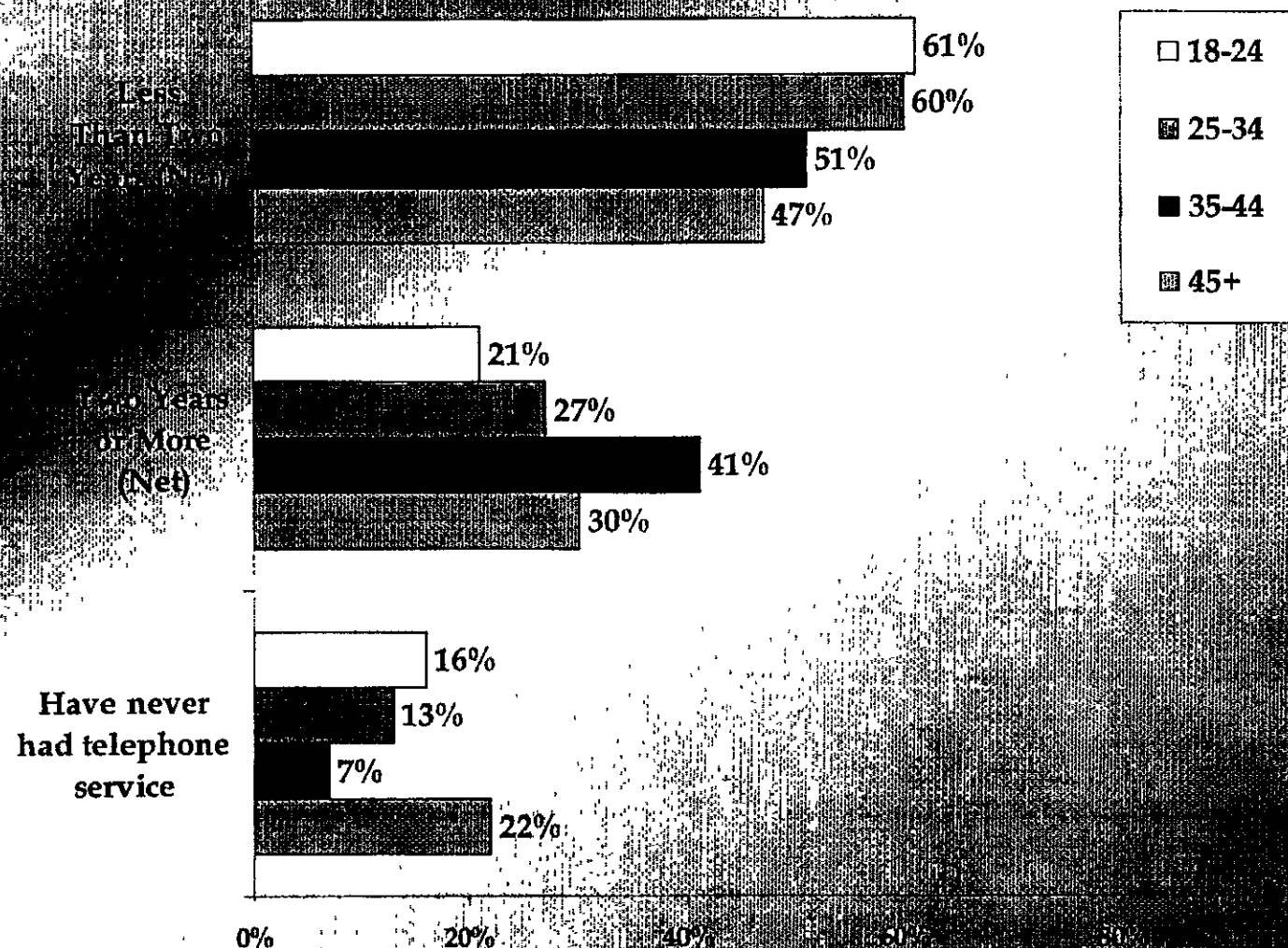
Length Of Time Without Telephone Service



Base: Total Respondents (n=372)

Q.4 Approximately how long have you been without telephone service?

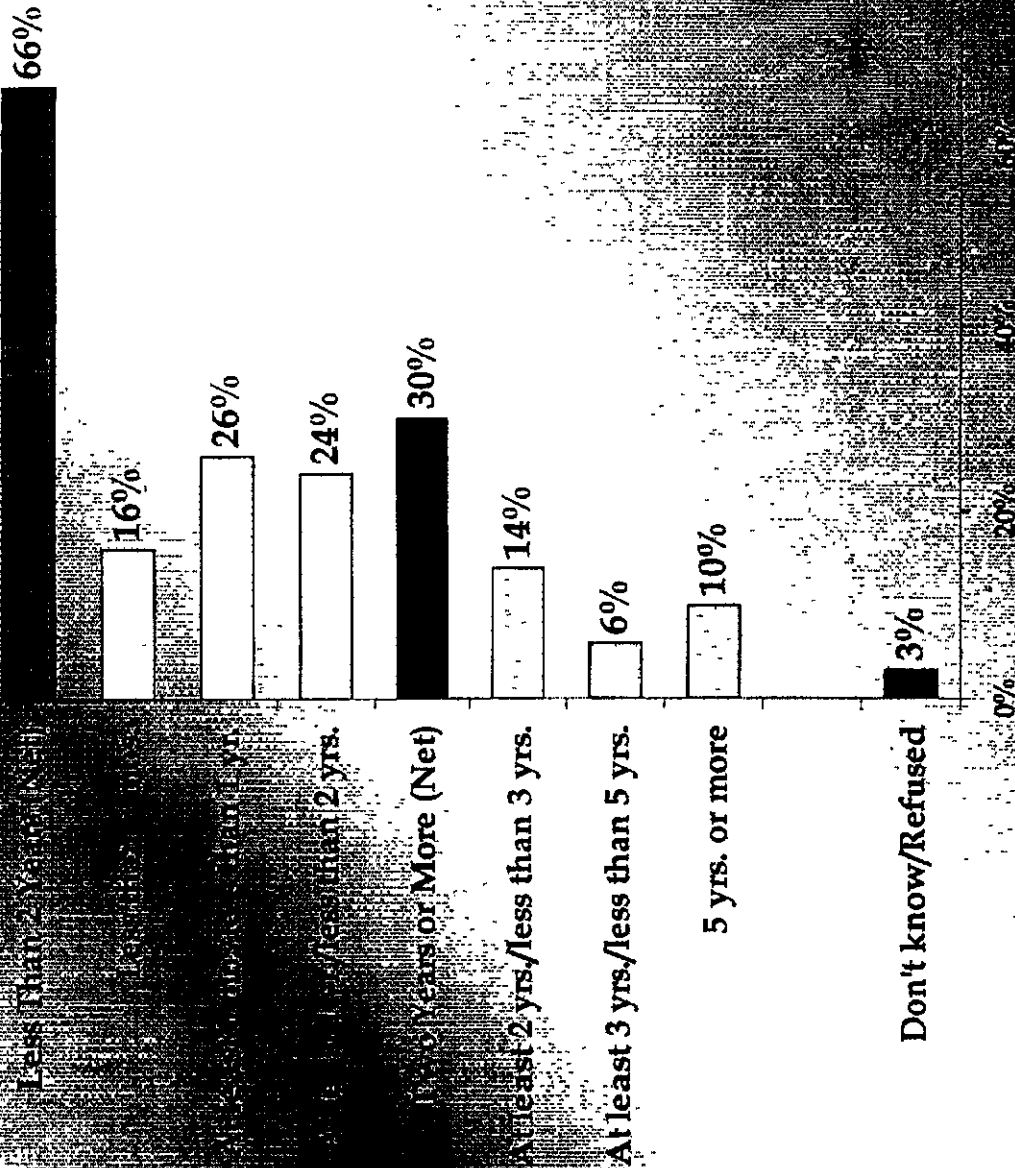
Length Of Time Without Telephone Service (Cont.)



Base: Total Respondents (n=372)

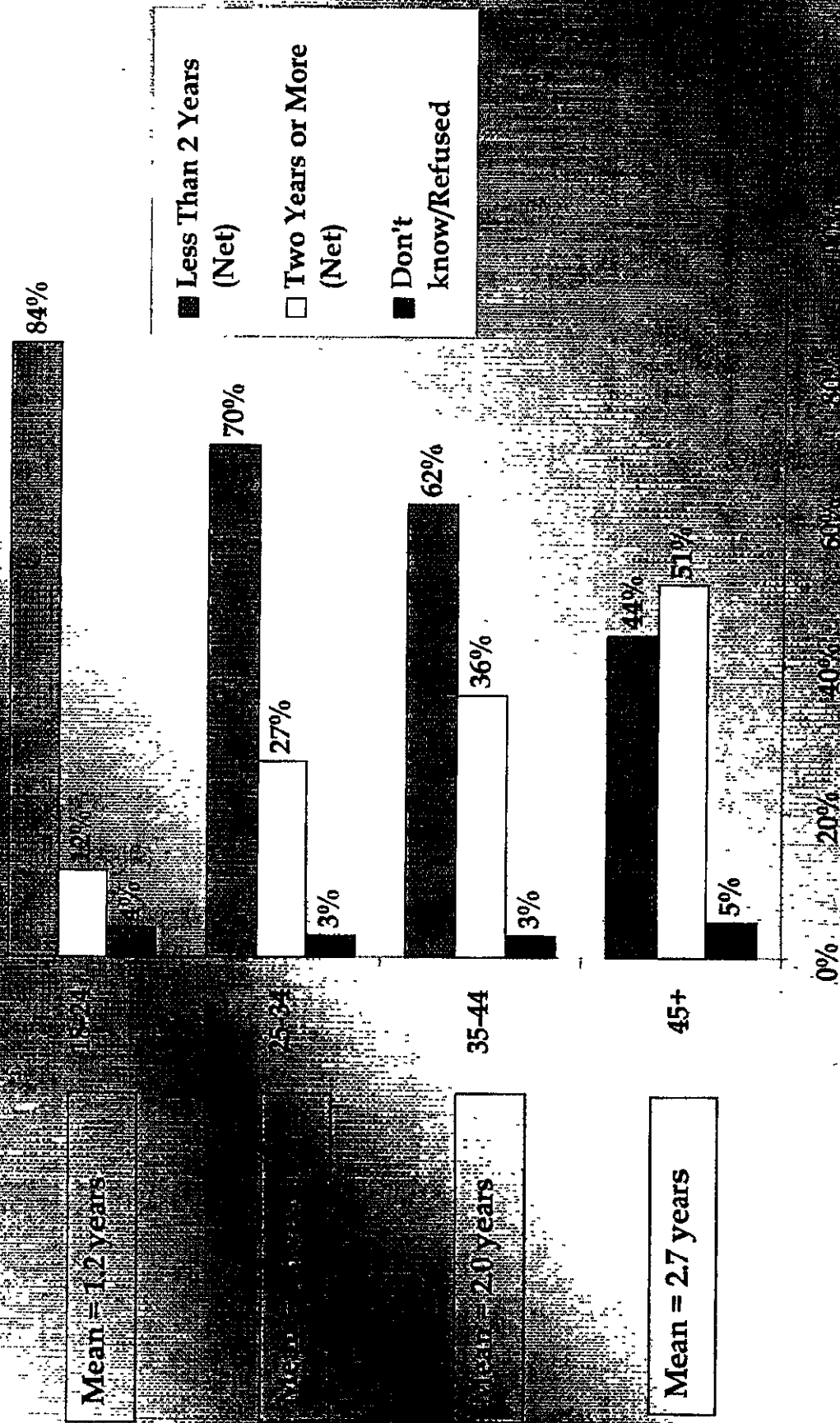
Q.4 Approximately how long have you been without telephone service?

Length Of Time Had Service



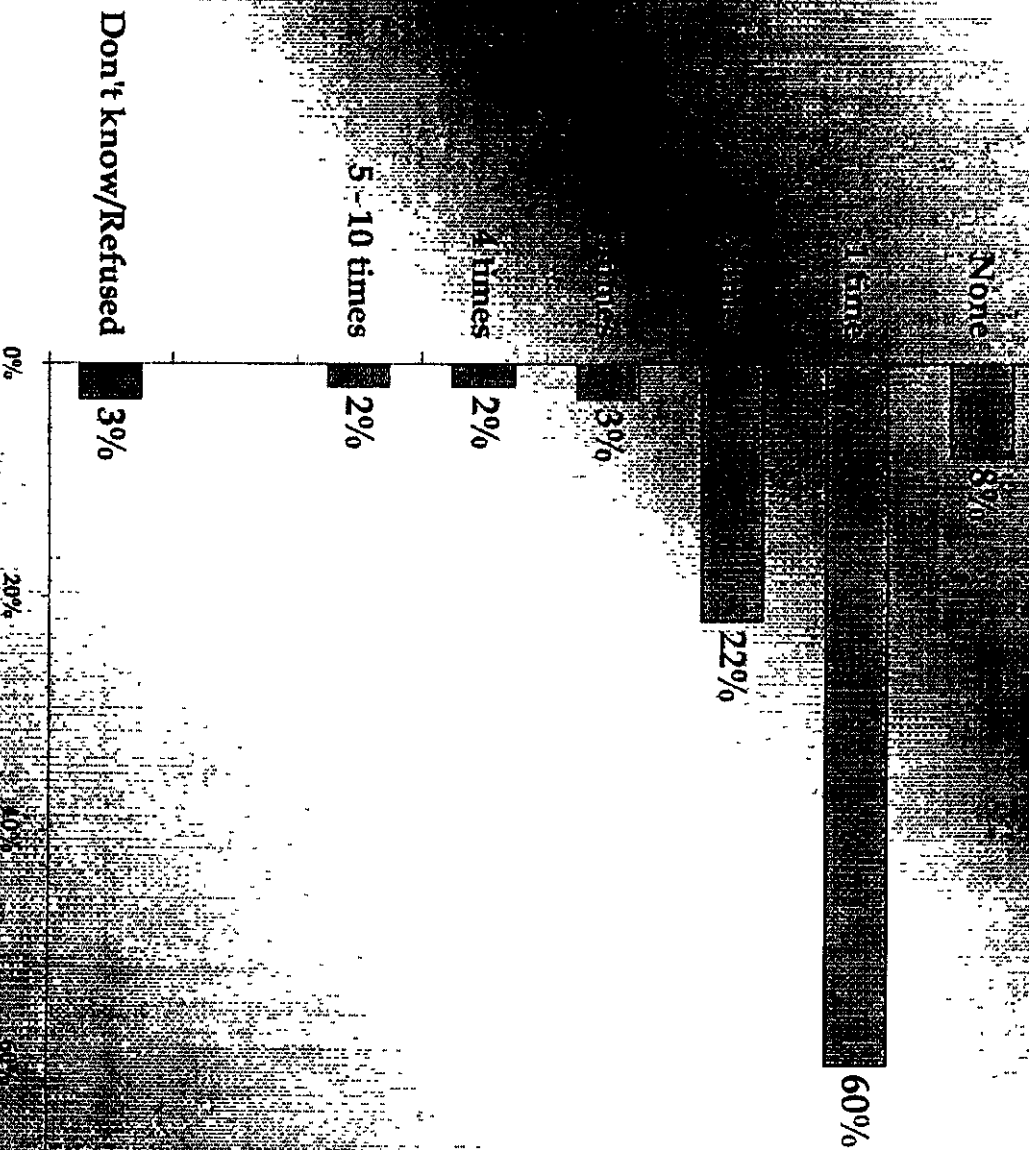
Base: Had Telephone Service Previously at Q.4 (n=316)
Q.4a How long did you have service the last time you had it?

Length Of Time Had Service (Cont.)



Base: Had Telephone Service Previously at Q4 18-24 (n=82); 25-34 (n=97); 35-44 (n=97); 45+ (n=97)
 Q.4a How long did you have service the last time you had it?

Number Of Times Lost Telephone Service

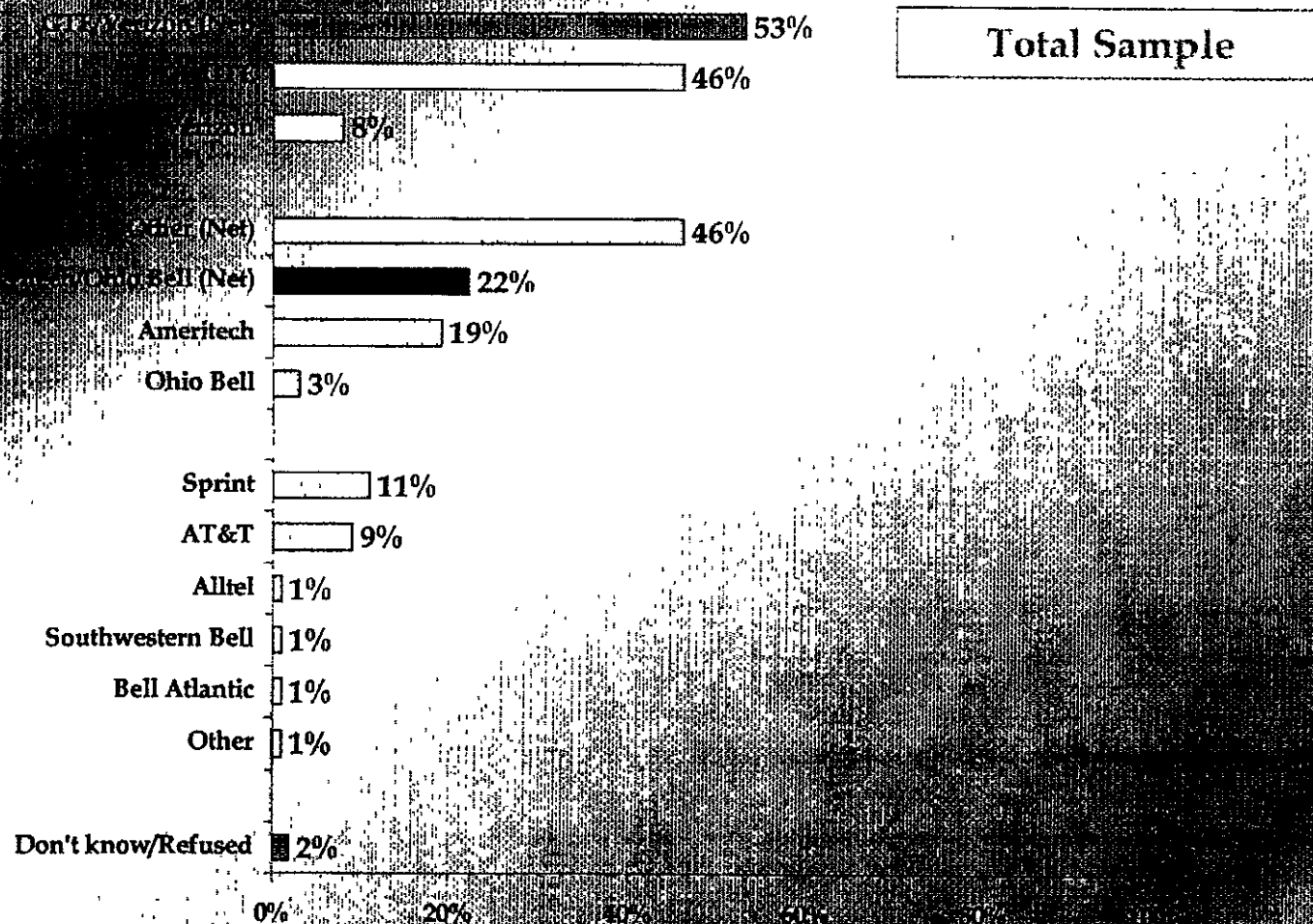


Base: Had Telephone Service Previously at Q4 (n=316)

Q4c How many times have you lost your telephone service?

Telephone Company With Which They Had Service

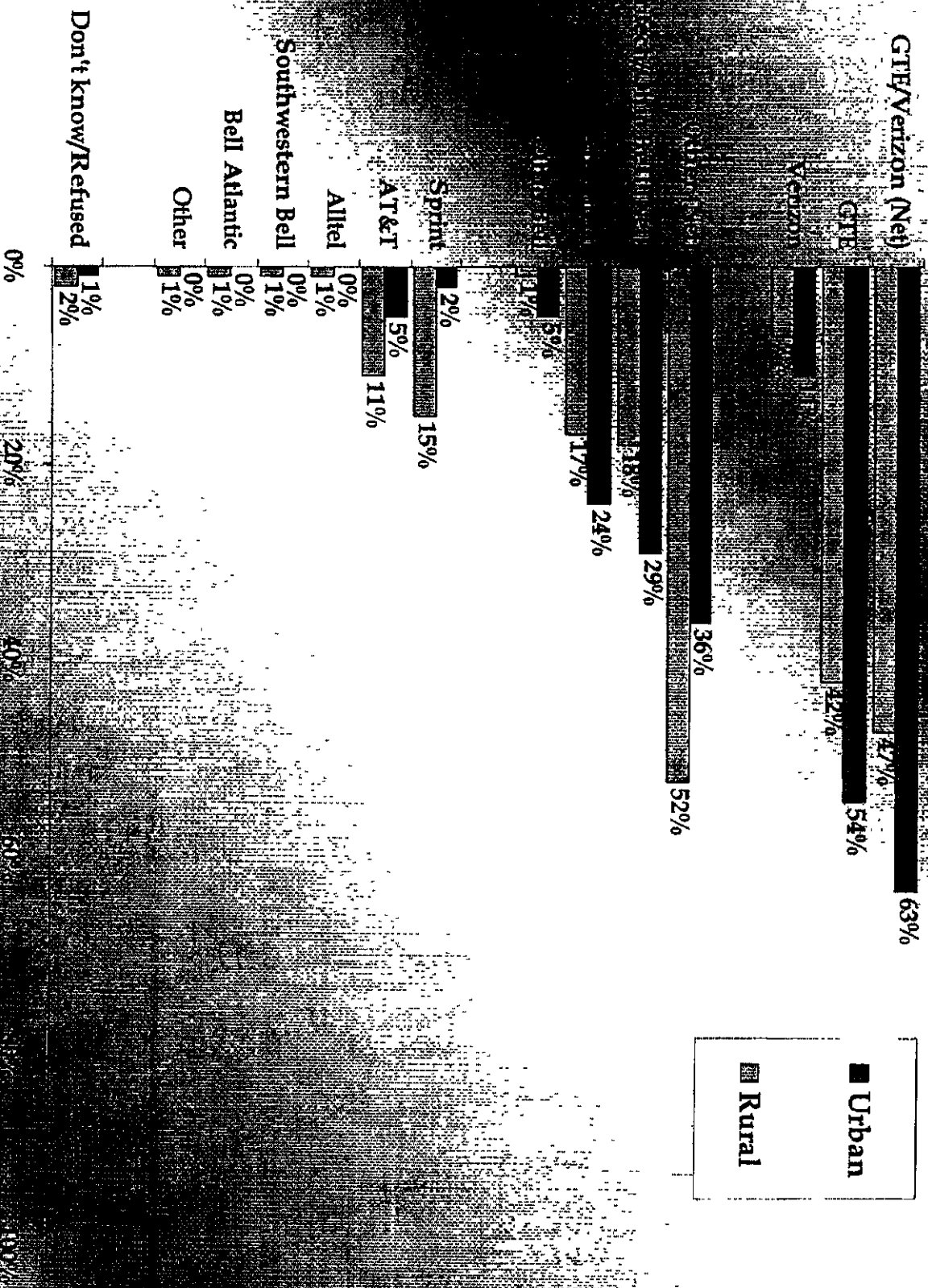
- ◆ About half (53%) of those who have had telephone service previously last had service with GTE/Venizon. Ameritech (19%) and Sprint (11%) were the next highest reported service providers.



Base: Had Telephone Service Previously at Q4 (n=316)

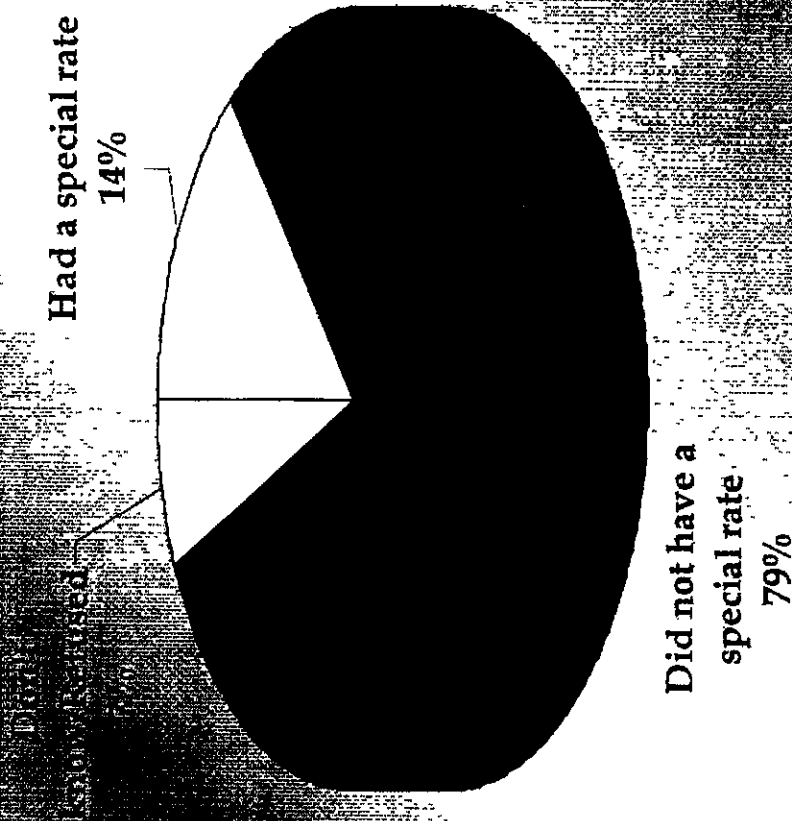
Q.4d What telephone company did you have service with?

Telephone Company With Which They Had Service



Base: Had Telephone Service Previously at Q.4 Urban (n=109), Rural (n=267)
 Q.4d What telephone company did you have service with?

Availability Of Reduced Rates When Last Had Service



Total Sample =

Base: Had Telephone Service Previously at Q.4 (n=316)

Q.4e The last time you had telephone service, what was a special rate service?

Telephone Feature History

	Total %	Time Without Phone Service		Age			
		Less Than 2 Years % c	More Than 2 Years % d	18-24 % l	25-34 % m	35-44 % n	45+ % o
Had Telephone Service	67	76 d	52	74 o	70 o	68	53
Call long distance	45	51 d	33	51 o	48 o	45	32
Call collect	45	52 d	31	49	52 n	36	41
Call payphone	24	25	22	12	27 l	32 l	24
Call payphone	17	19	15	18	24	13	12
Call payphone	15	17	12	21	15	14	8
Call payphone	11	12	9	10	10	9	17
Call payphone	2	2	1	1	1	3	2
Call payphone	*	*	-	-	1	-	-
Any other features	1	1	1	-	2	-	2
Had no extra features	29	22	42 c	22	27	26	12
Don't know/Refused	3	2	6	4	3	5	5
MEAN	2.4	2.4	2.4	2.2	2.3	2.3	2.3
Base: Had Telephone Service							
Previously at Q.4	(316)	(206)	(109)	(82)	(19)	(75)	(56)

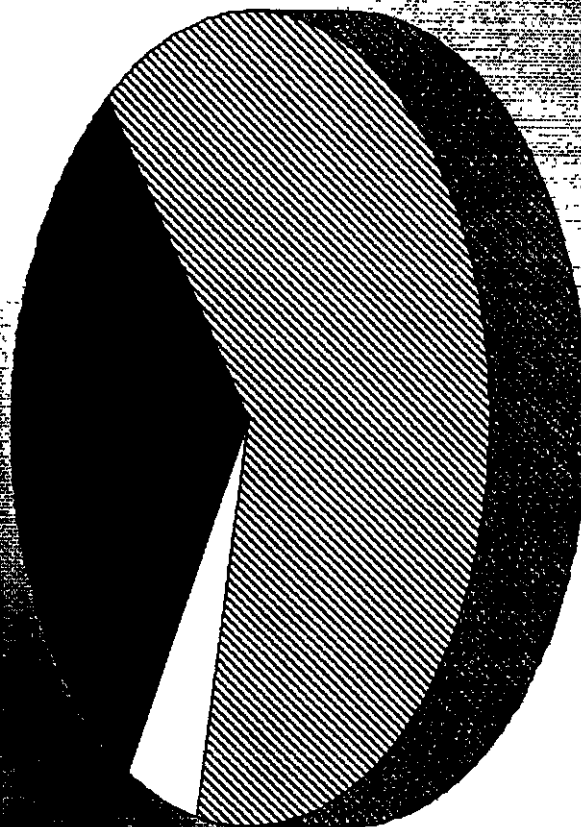
Q.5 Which of the following features, if any, did you have when you last had telephone service?

Difficulty In Setting Up Service In The Past

Extremely difficult	2%
Very difficult	4%
Somewhat difficult	25%



Difficult (Net)
31%

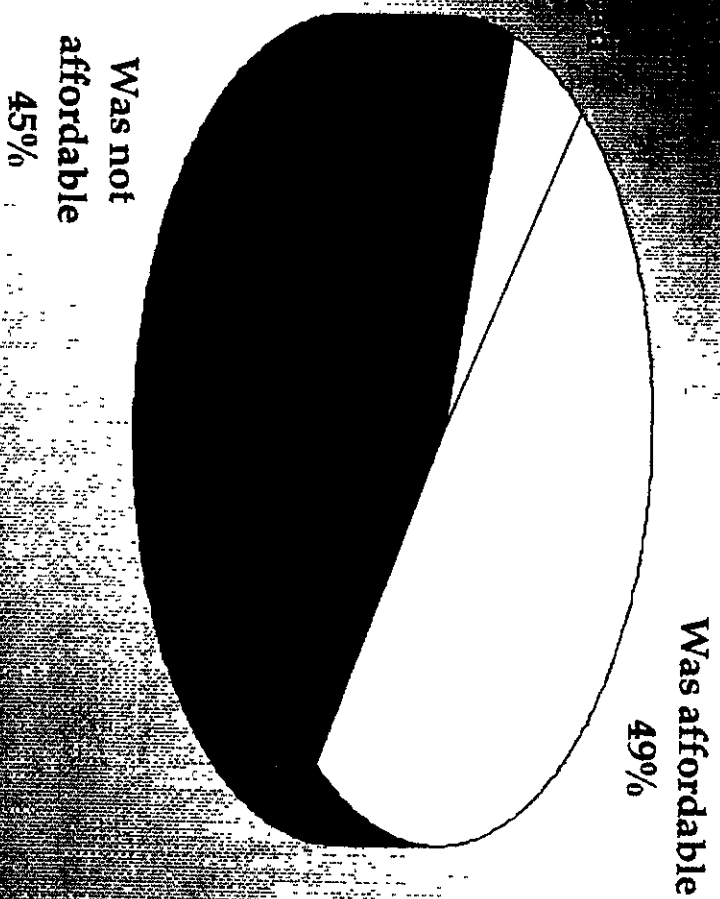


Not difficult at all

64%

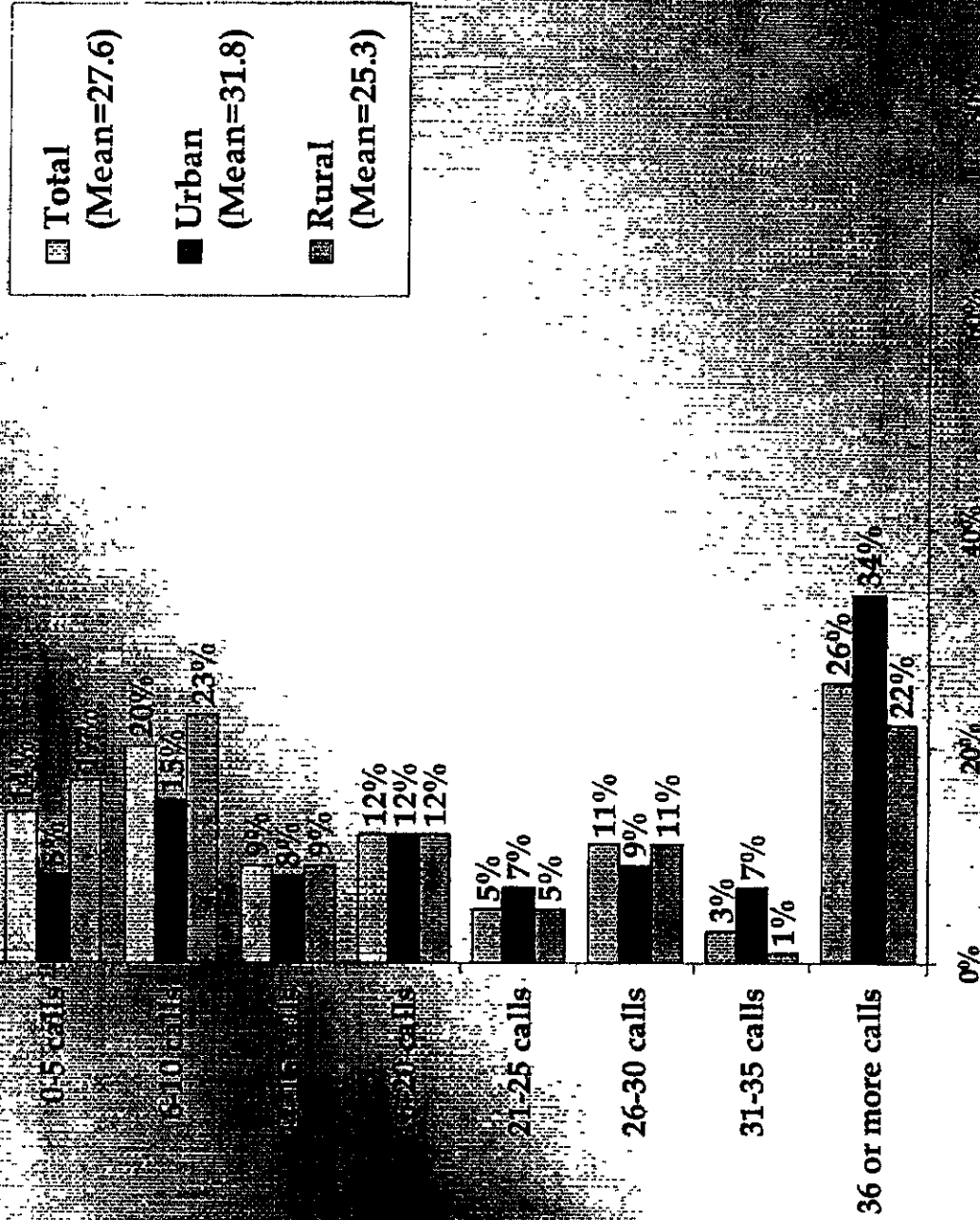
Base: Had Telephone Service Previously at Q.4 (n=316)
Q.5a When you had telephone service in the past, how difficult or simple did you find the process of setting up the service?

Whether Telephone Service Was Affordable



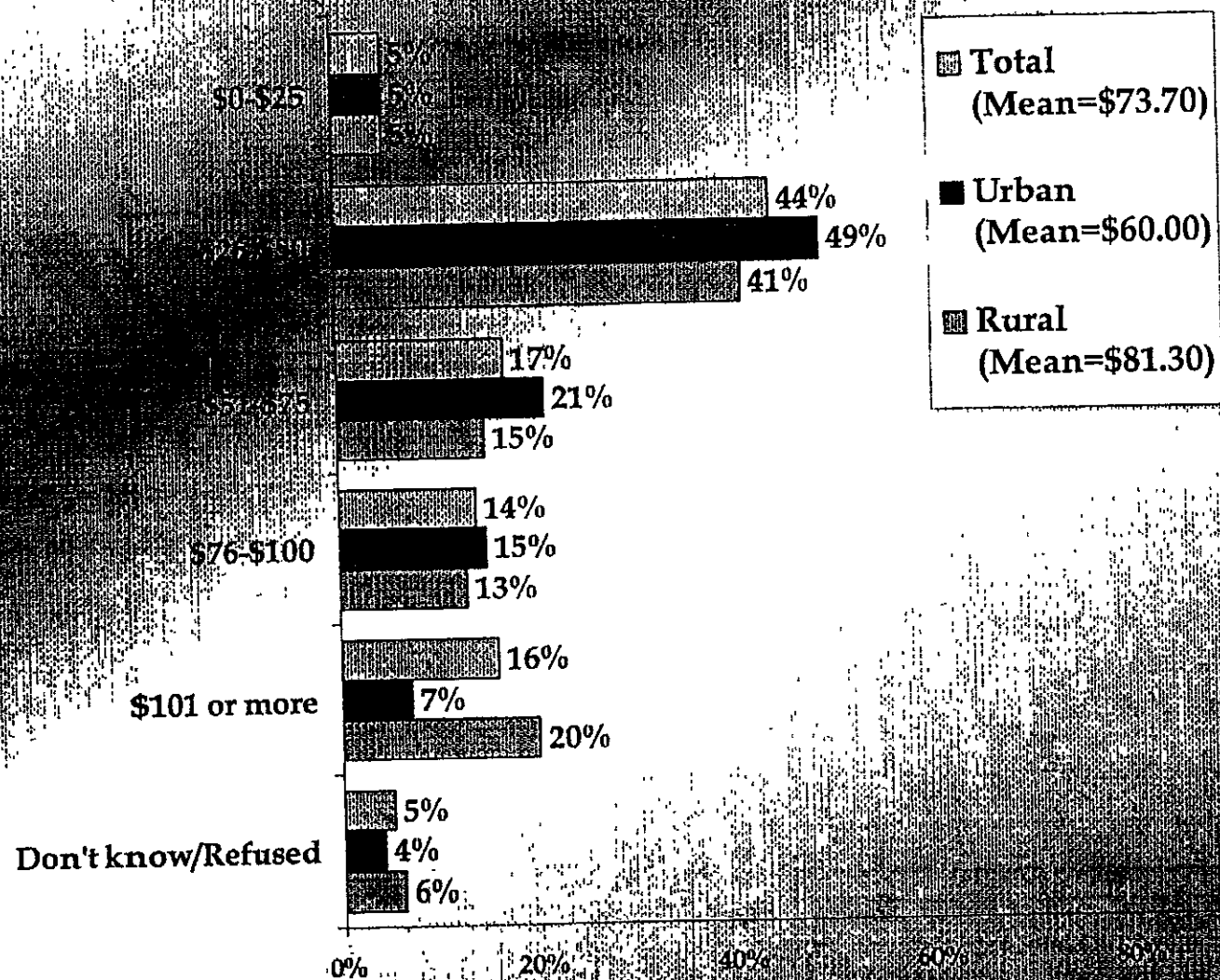
Base: Had Telephone Service Previously at Q4 (n=316)
Q5b Did you feel that telephone service was affordable or not?

Number Of Calls Made In Average Week



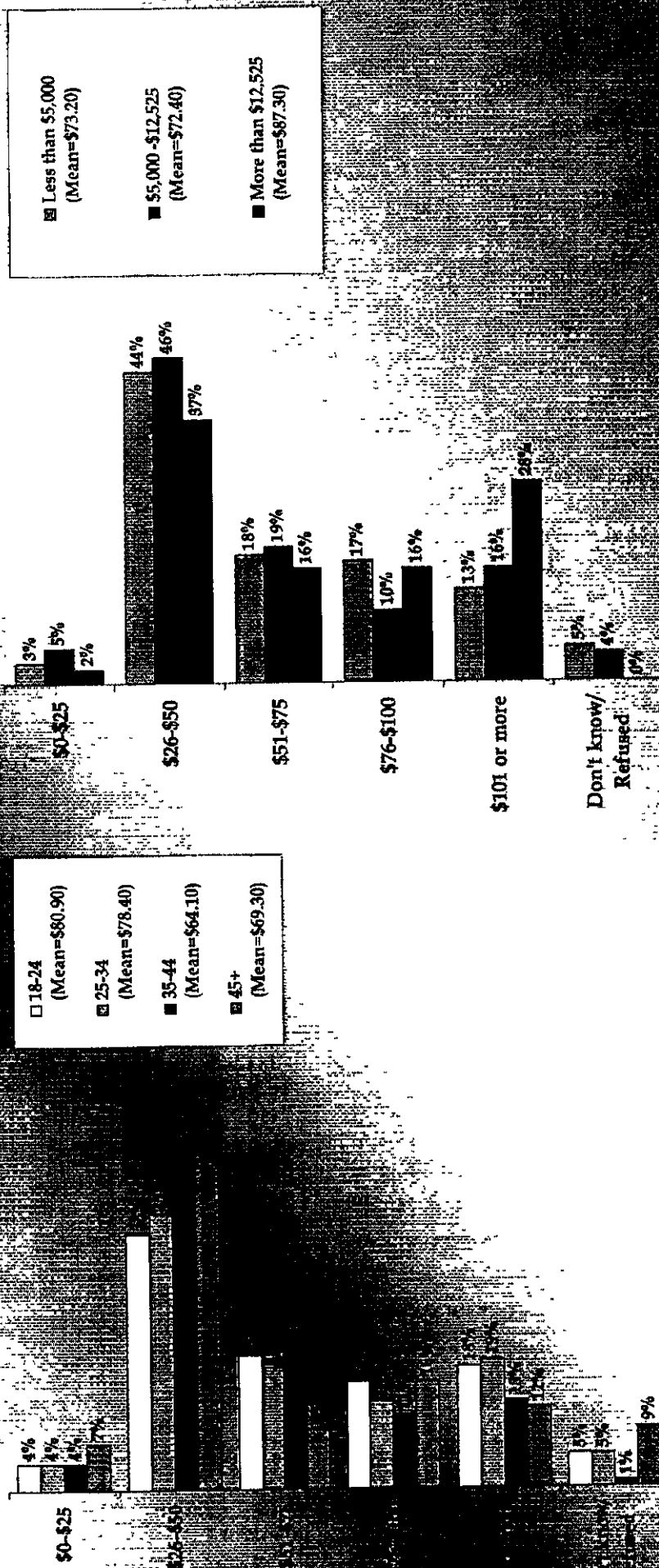
Base: Respondent Decision/Telephone Company Disconnected Service at Q.8 (Total n=503)
 Q.8a Before your service was disconnected, about how many personal calls did you make in an average week?

Average Monthly Phone Bill When Had Service



Base: Respondent Decision/Telephone Company Disconnected Service at Q.8. Total (n=903), Urban (n=402), Rural (n=501).
 Q.8b Approximately how much was your average monthly phone bill when you had service?

Average Monthly Phone Bill When Had Service



Base: Respondent Decision/Telephone Company Disconnected Service (Q.8, Q.9, Q.10, Q.11, Q.12, Q.13, Q.14, Q.15, Q.16, Q.17, Q.18, Q.19, Q.20, Q.21, Q.22, Q.23, Q.24, Q.25, Q.26, Q.27, Q.28, Q.29, Q.30, Q.31, Q.32, Q.33, Q.34, Q.35, Q.36, Q.37, Q.38, Q.39, Q.40, Q.41, Q.42, Q.43, Q.44, Q.45, Q.46, Q.47, Q.48, Q.49, Q.50, Q.51, Q.52, Q.53, Q.54, Q.55, Q.56, Q.57, Q.58, Q.59, Q.60, Q.61, Q.62, Q.63, Q.64, Q.65, Q.66, Q.67, Q.68, Q.69, Q.70, Q.71, Q.72, Q.73, Q.74, Q.75, Q.76, Q.77, Q.78, Q.79, Q.80, Q.81, Q.82, Q.83, Q.84, Q.85, Q.86, Q.87, Q.88, Q.89, Q.90, Q.91, Q.92, Q.93, Q.94, Q.95, Q.96, Q.97, Q.98, Q.99, Q.100)